

BUSINESS PLAN OUTLINE

I. Cover Page

- A. Name of company
- B. Company address
- C. Company phone numbers and email
- D. Logo
- E. Names, titles, and addresses of owners
- F. Month and year the plan was completed
- G. Indicate that the plan is "Confidential"

II. Table of Contents

- A. List each section with page numbers, along with all attachments, illustrations and maps.

III. Executive Summary

A brief, one-page summary that represents the various sections of the business plan.

IV. Description of the Business

- A. What does the business do?
- B. Who will the primary customer group(s) be?
- C. What geographic market does your business serve?
- If an existing business:*
- D. What is the history of the business?
- E. How will your management improve the business?
- F. What changes do you plan to make?

V. The Market Plan

- A. Description of industry
 - 1. Background of industry
 - 2. Current and future industry trends
 - 3. Business fit in industry
- B. Your Market
 - 1. Customer profile and target market
 - 2. Description (socio-economic, demographic, geographic) of market area
 - 3. Size of market
 - 4. Market potential
 - 5. Market trends
- C. Competition
 - 1. Direct Competition - These are businesses that are in the same market area and offer the same product, such as two restaurants or a movie theater and a video rental store.
 - 2. Indirect Competition - These are the businesses that are in the same market area, but offer an alternative to your business, such as a movie theater and a sports

arena.

3. Evaluation of Competition - Describe their strengths, weaknesses, size, age, status.

4. Competitive Advantage - Compare your business to the competitors and how each is similar and different. Then describe how your business will offer a unique product or service that will gain and maintain your market share.

D. What are the strategies to reach your target markets?

1. Market Positioning
2. Marketing Tactics
3. Packaging
4. Pricing
5. Promotion
6. Distribution
7. Advertising
8. Public Relations
9. Customer Service

VI. Management Structure and Organization

A. Legal form of ownership

B. Describe your Organizational Structure, and who does what (include a chart if necessary)

C. Management and Personnel

1. How does your background and business experience help you in this business?
2. Describe your management team.
3. Identify their strengths and weaknesses.
4. What will be their duties and responsibilities?
5. Clearly list their job descriptions.
6. Will you have to train people, and at what cost?

D. Are there additional resources or advisors?

VII. Business Operations

A. Location

1. What is your business address and why did you choose that location?
2. Will the building be owned or leased?
3. What are the terms and length of the lease contract?
4. What renovations will be needed and at what cost?
5. Describe the neighborhood (improving, stable, deteriorating)

B. Licenses and Permits

1. Is your business name registered with the Secretary of State and local county Register of Deeds?
2. How will you be impacted by local zoning ordinances?
3. What other licenses or permits will you be required to obtain?

VIII. Risk Management

- A. What types of insurance will your business need?
- B. How will you recover if your business fails?
- C. How will you repay any business debts if your business fails?

IX. Exit Strategy

- A. How are you planning to get out of your business?
- B. Are you building a business to sell?
- C. Are you building a business to pass on to your heirs?

X. Action Plan

- A. Create a three year action plan with a timeline listing milestones for the company.

XI. Financial Plan

- A. Start-up investment requirements
 - 1. Start-up costs
 - 2. Business needs / capital equipment list / existing equipment
 - 3. Source and use of funds statement
- B. Cash Flow Projections
 - 1. Monthly Estimate of revenue and expenses.
 - 2. Assumptions - Basis for where the numbers come from in the estimates.
 - 3. Break-even Analysis - when do sales revenues cover expenses?
- C. For Existing Businesses
 - 1. Income Statement, dated within 90 days.
 - 2. Balance Sheet, dated within 90 days.
 - 3. Tax returns for the prior 3 years.